

Attendees: Holly Redding (Chair), Drew Van Laeken (Vice Chair), Elizabeth Minor, Greeley Myers, Kimberly Sowers, Nate Crandell (ex-officio OTWBA) and Downtown Manager Jennifer Bell.

Absent: Charlie Fish

(Notes taken by Sarah Acuff Chapman)

➤ **Call to Order**

➤ **Approval of Minutes**

- Approval of February meeting minutes – *Unanimously approved.*

➤ **Officers' Reports**

- Chairperson's Report – Holly Redding
 - Expenditures Report – review February expenditures.
 - Holly noted that she will miss the May OTAC meeting.
- Vice Chairperson's Report – Drew Van Laeken
 - No report.

➤ **Standing Committee Reports**

- Design – Liz Minor
 - No report.
 - Invite members to next meeting on March 20 at 8:30 a.m.
- Economic Vitality – Drew Van Laeken
 - Next meeting on March 20 at 9:30 a.m.
- Organization – Greeley Myers
 - Met February 26. Will meet on March 26 at 9am. At the last OTAC meeting it was decided to table the Civil War Trails sign request. Justin Kerns, Tourism Director, will attend the next committee meeting and give input on the signs. Will have an update from the Shenandoah Valley Battlefield Foundation regarding the civil war walking tour at the next meeting. Working on confirming locations of Apples on Parade for the Harley Rally. Will also have a downtown scavenger hunt during the Harley event. Would like to possibly send a reminder to restaurants mid-March about the June event.
- Promotion – Report given by Holly Redding
 - Mother's day proposal handout based on Jennifer's notes from calling into the meeting. Rough proposal. Hashtag contest and winner will be announced at opening day of the farmers market. Winner will be chosen by number of likes. OTWBA will collect prizes. No dollar amount discussed for posts or prizes. Do have greatness funds available in local media. Do not really have printing funds. Next meeting scheduled for March 11. Hope to hash out details then. Several concerns were raised by OTAC members. Short discussion about using funds for farmers market promotion instead. It was agreed to go back to Charlie with the board's concerns.

➤ **Downtown Manager's Updates**

- Downtown Manager Report – Jennifer Bell. Copy distributed.
- Old Town Farmers Market Pot Luck was held. Four applications have been received so far.
- 2019 Event Press Conference was held. 275th Winchester anniversary. Question about where 275th comes from. Jennifer explained varying dates.
- Chocolate Escape was successful. Survey data was emailed to the board.
- Celtic Fest. Reached out to OTWBA on how to include businesses. Schedule and promotions sheet. Volunteers needed to assist with balloon delivery Saturday at 10:30am. Will again ask for feedback in a survey. Question about purpose of the event and Jennifer explained that it was created based on business feedback for an event in the off season on a Saturday in businesses. Tried a scavenger hunt before. Trying promotions this year. Celtic Fest coverage in Old Town newspaper. Over 30 businesses participating.

- March Newsletter distributed. Jennifer shared that Nibblins is coming in where Flavor Pourfection was located, and Flavor Pourfection is relocating on the mall. There is also a new antiques shop.
 - Jennifer will be out of the office at the end of the month for the National Main Street conference in Seattle.
 - Map concept presented. Fold out pocket guide. Would it be used? Consensus that it isn't any better than guide map.
 - First Night Winchester request to add their schedule of events to the OTW app. They would pay for it. This is a new concept. Feedback? No objections.
 - Jennifer presented the proposed FY20 budget to the City Manager and the 2018 Year in Review to City Council.
 - Handout on Tourism Board presentation on competing business for tourists and dollars spent.
 - OTWBA Egg Hunt poster. Nate will start handing them out on Monday. Jennifer reminded Nate to send invoices.
- **Old Business**
 - None.
 - **New Business**
 - None.
 - **Public Comments**
 - Nate reported that the OTWBA is very happy right now.

The next OTAC meeting will be on **Thursday, March 7, 2019 at 5:30 p.m. in Loudoun Conference Room, Roush City Hall.**

Motion to adjourn. Seconded. Unanimously approved 5/0. Adjournment 6:23 p.m.

Post meeting discussion. Greeley decided to cancel the March 26 Organization Committee meeting and move it to April 4 at 9 a.m. Going forward, meetings will now be the same day as the monthly OTAC meeting, except at 9 a.m.